


For my second project me and my team decided to make a user journey map to see what we think the awareness, consideration, loyalty, and purchase are. We think we can get a better view of what we think about the company and how we could fix it with solutions.



What I learned:

I learned how to use a user journey map at first, I didn't even know what that was but after we had the lecture and tried it out, I realized that it is useful.







How I think it went:

I think at first, I was a bit lost on how to use it but after some tries I managed to understand it and make a good user journey map.

	AWARENESS	CONSIDERATION	PURCHASE	LOYALTY
CUSTOMER ACTIONS	Big companies become aware of LightTown Speakers through campaign	Potential customers visit the LightTown Speakers website	The company issues a purchase order or buys directly from the LightTown Speakers website or a donate	Repeat membership, recommending LightTown Speakers to partners post it on social media
TOUCHPOINTS	LinkedIn ads, posters and corporate event sponsorships.	put the website more attractive	Direct sales contacts, user-friendly e-commerce platform also social media	loyalty reward
PAIN POINTS	Difficulty in capturing attention in a crowded ad space.	speaker systems for multiple uses such as conferences, presentations 	Lack of clear information on product	Maintaining the relationship
SOLUTIONS	Utilize targeted advertising	prepare before you having a conference or presentation	Provide more product information and comparisons to help customers make wise decisions.	Offer exceptional customer service

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Customer Journey Map HELP!

	Awareness	Consideration	Purchase	Consideration	Loyalty
Customer actions	Cost less than buying eggs	Female chicks to produce eggs	Farm near Nicole's house	A male chicken to reproduce as well	Could keep buying more
Touchpoints	The supermarket	Free trials at farm the chicken	The farm	????	Social media
Customer experience	 				
Pain Points	Chickens are expensive	No sockets to carry eggs Egg break	Nicole's house is too far away	Chickens running after the bunnies	Charged for 3 free eggs
Solutions	Save to invest in them	Buy basket	Nicole moves to the city	Bunnies in the house, chickens in the garden	Bad marketing in town 